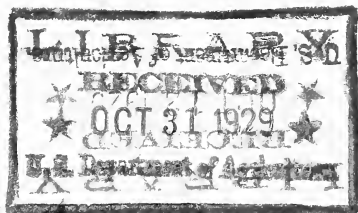


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*Types of flowers
of the New Chrysanthemum Dahlias*

Richard Diener

OXNARD, CALIFORNIA

1930 CATALOG

To My Friends and Customers

I am presenting you my new catalog for 1930. Another year has seen great advances in my new undertaking and it has been very pleasing to me to see that many of my old customers are coming back to me with letters of congratulation and messages of appreciation of my work. I sincerely wish that I had the time to answer each separately which is impossible as the letters are reaching the thousands.

On April 1, I purchased the property on which I am now located. In my travels I have been over half the globe and have come into contact with all kinds of climates and naturally have watched the growing conditions, but nowhere have I seen a climate so perfect as around here and so well suited for my own purpose. This soil which is easily cultivated is composed of silt having been washed down from the mountains. I am located three miles from the ocean and the atmosphere is always cool and invigorating. It never becomes warm enough to damage the flowers which frequently happened at my former location in Kentfield. The temperature here is almost the same in summer and winter. Our water supply is practically unlimited, as the water level is from six to twelve feet under the ground.

Thousands of my new *Gladiolus* crossings have flowered this year and I myself was astounded at the size of the flowers together with the wonderful color combinations of many of them. You may expect varieties out of this lot which will easily take the front rank in the next few years, such as Mrs. Leon Douglas, Dr. Bennett, Geraldine Farrar and many other of my creations of the last few years.

The fragrant *Gladiolus*, derived from the wild species, *Tristis*, is a reality now. They flowered during the winter months in many different colors, such as salmon, coral, white, pink, yellow and red in beautiful color combinations surpassing our regular *Gladiolus*. The size of the flowers is already from four to six inches. Some have stems up to five feet. They will be of tremendous value for winter flowering and will fill an urgent need for winter cut flowers. Their fragrance is heaviest after the sun goes down and during the night. At that time one will become aware of their fragrance at a distance of fifteen feet. They have an orchid-like scent similar to a mixture of the Daffodil, Freesia and cinnamon. They are the most thrifty and healthy growers I ever saw in *Gladiolus* and each bulb will bring from two to six flower spikes. The bulblets are small, but come in great abundance and will grow easily, readily and quickly, unlike the other *Gladiolus*.

My new *Chrysanthemum* flowered type of Dahlias are becoming exceedingly popular with all visitors at my gardens. Everyone expresses their surprise at the immense size, wonderful coloring of flowers and strength of stems. I feel that in a very few years they will be first in favor at every Dahlia show in the world. However, I am still working to improve the strain still more, if possible.

In conclusion, I wish to thank all my customers for their orders and you may rest assured that you will have the highest quality in anything I send out as this is the principle on which my business is built. **HIGHEST QUALITY ALWAYS.**

Cordially,

RICHARD DIENER.

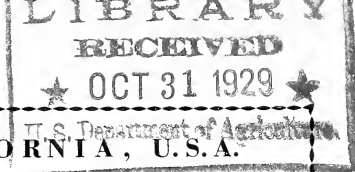
Notice to Foreign Customers

Money orders from foreign countries should be made out to the postoffice at Oxnard, Ventura County, California, U. S. A.

Canadian Customers Please Note

In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. *Gladiolus* bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery, and we ask you, in the event of an order, to secure this permit, advising us of the number of same, that we may mark it on the outside wrapper.



RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

Terms of Sale

PRICES: The prices quoted herein are our very lowest current prices. They cancel all previous quotations made either by letter or advertisements.

GUARANTEE: I exercise every care to ship only first class stock, but give no warranty, expressed or implied, and will not be in any way responsible for the results of planting or forcing of any seeds, bulbs, roots or tubers sent out by me.

To satisfy my customers in every way has been my first aim. Bulbs found to be not true to name should be retained by the customer and I shall replace number that are untrue, free of charge. No planting stock or bulblets will be included in this case.

If you have any complaints to make about any stock received from me, please do not hesitate to do so and I shall correct any error as I shall not consider our transaction complete until you are absolutely satisfied.

Cash with order or in advance of shipment. I shall accept unused U. S. postage stamps up to the amount of fifty cents.

POSTAGE: We prepay postage anywhere in the United States and Canada on orders amounting to \$2.00 and over on Gladiolus bulbs. On orders of Gladiolus bulbs amounting to less than \$2.00 add 25 cents to cover postage. Orders for plants and Amaryllis bulbs will be sent Express Collect.

TERMS: CASH WITH ORDER. Remit by bank draft, express or postal money orders. **POSITIVELY NO C. O. D. ORDERS ACCEPTED.**

My season for bulb shipping takes place from November 1 to May 1. Because of the Australian, New Zealand, and South African planting season being at different times of the year from ours, I shall have specially prepared bulbs of all varieties. These may be had at any time of the year by our customers from the Southern Hemisphere.

Order Early

All orders are filled promptly the day they come in or the day after. If you do not receive your order in two weeks please notify us promptly as there have been occasions where people sent orders which we did not receive. In such a case, please repeat the order so an immediate replacement of the goods desired can be made.

Order your Petunia and Dahlia seeds or bulbs early as they might easily be damaged if carried around by postman in zero weather and exposed to frost for hours.

SUBSTITUTION: In the later part of the season we may be out of some varieties so please give us your second choice. In case no substitution is desired please advise us in your order.

PACKING: Through years of experience I have worked out the most satisfactory method of packing seeds and bulbs and there is very little possibility of damaging the same in transit.

We request our northern and eastern customers to send in their bulb orders at an early date, but advise them not to request bulbs shipped until after March 1 or 15, at which time danger of heavy frost will be over.

Location

Oxnard is located midway between Los Angeles and Santa Barbara in Ventura County. My Nursery is closed to visitors on Sundays and holidays. However, on special occasions, if requested a day or two in advance by mail or phone, our premises will be open. Phone Oxnard 463.

Gladiolus Price List

Those who want bulbs of any of the varieties mentioned in the catalog but do not want them until spring should send their orders in now and we will pack and hold them until the date fixed for shipping. In this way you will be sure to get what you want. After February, we might be out of many varieties, as our stock is not any too plentiful in some varieties.

We will have only large size and half size bulbs this year, as the smaller sizes will all be needed for propagation.

Substitution

If any variety is out of stock, we will substitute a similar variety unless otherwise instructed, so it is best to state in your order whether or not we shall substitute.

Gladiolus Spirit of St. Louis (M)

When it comes to Gladiolus it takes a lot to stir my enthusiasm about a variety. I have raised millions of seedlings, all different and of the highest type, but none have I fallen more in love with than with this new Glad—Spirit of St. Louis.

The color, according to Ridgeway's, is flame, Carnelian red, a color so unique and striking that it would stand out among hundreds of varieties. It is a color which immediately arouses the highest enthusiasm of flower lovers. At this time, the middle of August, there are approximately 15,000 of them in bloom. I know every Glad fan would do what I am doing every day—just run there a couple of times and feast your eyes on the sight of it. I do so, although I have not the time.

It is perfect in every way. Spikes are four to five feet high with five to eight blooms perfectly placed. Single blooms are between five and six inches across. It is an extremely healthy grower and a good propagator. The bulblets are flowering with good spikes four and five months after planting. Not such a worth while new variety has been placed on the market to my knowledge to compare with Spirit of St. Louis, Mother McCree included. Here is, in my opinion, one of the best coming sellers. People who see this Glad must have it. I am booking orders from visitors every day.

One Bulb, 50c

1 Doz. Bulbs, \$5.00

100 Bulbs, \$35.00

1 Doz. ½ Size Bulbs, \$2.50

100 ½ Size Bulbs, \$20.00

Larger amounts on request.

"ALICE TIPLADY" (K)

A very popular Primulinus. Grenadine orange. Many flowers open at one time.

	Large	½ Size
Each	.20	.10
Doz.	2.00	1.00

"ARISTOCRAT" (Bill)

Tall straight spike. Color pale saffron flaked orange. A real aristocrat among Glads.

	Large	½ Size
Each	.20	.10
Doz.	2.00	1.00

"ANNA EBERIUS" (D)

Deep rhodamine purple, shading into very deep bordeaux center. This variety has created a sensation everywhere with growers and amateurs alike.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"CARMELITA" (D)

Smoky pink blotched and striped with steel blue. Yellow and slate tips. Very large flowers.

	Large	½ Size
Each	2.00	1.00
Doz.	20.00	10.00

"COPPER BRONZE" (K)

Copper bronze color.

	Large	½ Size
Each	.50	.25
Doz.	5.00	2.50

"DIANA"

One of the very best early bright reds.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

"DIENER'S AMERICAN BEAUTY" (D)

Brilliant American Beauty color. Throat creamy yellow striped with ruby. One spike opening a large number of flowers at one time forms an immense bouquet. Flowers very large.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"DR. F. E. BENNETT" (D)

Deep peach red overlaid with flame scarlet. Lip speckled ruby and white. Most fiery red imaginable. Flowers of the very largest size with many opening at once. Most perfect red we have ever seen.

	Large	½ Size
Each	.50	.25
Doz.	4.00	2.00

"DR. VAN FLEET" (K P G)

Tall, beautiful rose pink with a cream throat.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"ELF" (D)

Lemon yellow when in bud. Open flowers pure white. Lip delicate lemon. Large flowers on a perfectly built spike.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"E. J. SHAYLOR" (K)

Rose pink.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"EVELYN KIRTLAND" (A)

Frosted Pink. A beauty.

	Large	½ Size
Each	.25	.10
Doz.	2.50	1.00

"GERALDINE FARRAR" (D)

Pale lavender-violet with deep violet spot on the lip. Growth is very strong and vigorous. Still the best all around blue in Gladiolus so far produced.

	Large	½ Size
Each	2.00	1.00
Doz.

"GLADIS PLATH" (D)

Mallow purple, darker near the outer edges of the petals. Large crimson spot on the lip. White stripe through each petal. Orchid flowering. Very beautiful.

	Large	½ Size
Each	.50	...
Doz.	5.00	2.50

"GLENDALE"

Dark American Beauty rose color. Good keeper.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"GLORIANA" (Betscher)

Rich salmon pink with creamy throat. Many flowers open. Excellent propagator. Extra fine.

	Large	½ Size
Each	.20	.10
Doz.	2.00	1.00

"HEART OF JUANITA" (D)

Deep cherry scarlet. Crimson and white throat. A very beautiful variety that does not fade in the sunlight. One of the best dark colored varieties.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"HENRY FORD" (D)

Very dark rhodamine purple shading into deeper tones near the center. Very clear color. Good propagator.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

"J. A. CARBONE" (D)

Orange salmon, very iridescent, darker shading toward the outer edge of the petals. Yellow center. Fine, long, well built spikes. One of our largest and finest productions.

	Large	½ Size
Each	.50	...
Doz.	5.00	2.50

"JACK LONDON" (D)

Light salmon with vermillion stripes. Canary yellow throat with ruby stripes. It is perfect in every way.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"JEWEL" (C. Z.) (Primulinus)

Pink with yellow throat. Tall spike.

	Large	½ Size
Each	.20	.10
Doz.	2.00	1.00

"JULIANA" (Primulinus)

Empire yellow edged with peach red.

	Large	½ Size
Each	.15	.10
Doz.	1.25	.60

"KATHERINE F. HESS" (D)

Geranium pink showing flame shading, lighter toward the center. Very large flowers and long spikes.

	Large	½ Size
Each	.50	...
Doz.	5.00	2.50

"LONDON SMOKE" (D)

Corinthian red shading into bordeaux on the outer edges of the petals. Fine light stripe running through the center of each petal. Lip speckled with ruby. Large flowers, long spikes.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"MARIE KUNDERD" (K)

A fine ruffled white.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"MARIETTA" (M)

Light salmon. Lower petals shading into deep burnt orange. Large flowers, fine spike. Vigorous variety. Scores very high. Only one to each customer.

	Large	½ Size
Each	1.00	.50
Doz.

"MIDSUMMER DREAM" (K) (Primulinus)

Large, geranium red.

	Large	½ Size
Each	.20	.10
Doz.	2.00	1.00

"MING TOY" (K) (Primulinus)

Buff and yellow.

	Large	½ Size
Each	.20	.10
Doz.	2.00	1.00

"MRS. JOHN R. WALSH" (Ruffled) (D)

Heavily ruffled, flesh pink. Three lower petals of flame shading into dark ruby at the throat. Flowers are very large. It is a magnificent variety that should be in every collection.

	Large	½ Size
Each	.50	...
Doz.	5.00	2.50

"MRS. NEWELL VANDERBILT" (Ruffled) (D)

Light salmon pink, heavily ruffled. Throat sulphur yellow, mottled and striped with crimson. Large flowers.

	Large	½ Size
Each	.50	...
Doz.	5.00	2.50

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

"MRS. RICHARD LOHRMAN" (D)

Creamy shell pink with pale yellow lip. A color rivaling the finest orchid. Flowers very large. Wonderful for decorative purposes.

	Large	½ Size
Each	.50	...
Doz.	5.00	2.50

"MRS. F. C. PETERS" (Fischer)

Amaranth pink with a purplish blot in the throat. Tall straight spike.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"MRS. H. E. BOTHIN" (Ruffled) (D)

Light geranium pink, heavily ruffled. Flame scarlet center. Strong, well built spikes; first class show and cut flower variety.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"MRS. J. K. ARMSBY" (D)

Coral pink, delicately penciled with vermillion near the edges. Throat cream, speckled with ruby. Flowers very large, a great many opening at one time, and of great lasting quality.

	Large	½ Size
Each	.50	...
Doz.	5.00	2.50

"MRS. LEON DOUGLAS" (D)

Ground color begonia rose striped with flame and slightly speckled with ruby. It is the largest Gladiolus of commercial value and has taken first prizes in every show where exhibited. On account of its fine growth and well carried flowers it will be grown in large quantities everywhere.

	Large	½ Size
Each	.25	...
Doz.	2.00	1.00

"MRS. TRUXTON BEALE" (D)

Cream, rose pink striped, very open flowers. Lip yellow and brown, sprinkled. Long, well built spikes. A beauty.

	Large	½ Size
Each	.50	.25
Doz.	5.00	2.50

"MR. W. H. PHIPPS" (D)

La France pink overlaid with light rose salmon, lighter toward the center. Lower petals very faintly striped and speckled with ruby. Flowers enormous. A masterpiece in Gladiolus.

	Large	½ Size
Each	.50	.25
Doz.	4.00	2.00

"NANCY HANKS" (S)

Apricot to orange. A very fine Primulinus.

	Large	½ Size
Each	.20	.10
Doz.	2.00	1.00

"PASADENA" (D)

Iridescent Turkish red, striped with flame orange. Lip white, overlaid with ruby. Blooms of enormous size, and flaring petals. Very tall spikes.

	Large	½ Size
Each	3.00	1.50
Doz.

Note: Only one bulb to each customer.

"POLA NEGRI" (D)

Apricot with yellow lip, shading into old rose and salmon on the outer edges. One of the loveliest color combinations ever seen.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

"RICHARD DIENER" (D)

Pure geranium pink with a slight sprinkling of ruby on creamy yellow center. Large flaring blossoms, rivaling an orchid in beauty. The acme of perfection in coloring.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"ROSE ASH" (D)

Corinthian red shading into ashes of roses on the outer edges. Lower petals light yellow speckled with ruby. Flowers large and well placed. A Diener origination.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"ROMANCE" (K)

Rose pink with all the petals edged steel blue. Tall spike with many large flowers open at one time. A very distinctive and beautiful variety.

	Large	½ Size
Each	.25	...
Doz.	2.50	1.25

"SHAILA" (C) (Primulinus)

Early light salmon.

	Large	½ Size
Each	.20	.10
Doz.	2.00	1.00

"SOUVENIR" (Hol) (Primulinus)

Deep yellow. Very early. Long, perfect spikes.

	Large	½ Size
Each	.20	.10
Each	2.00	1.00

"TEHAMA" (D)

Blue variety. Cotinga purple. Lip darker. Extra early variety. Perfect long spikes.

	Large	½ Size
Each	5.00	2.50
Doz.

"TIFFANY" (Brown) (Primulinus)

Pure white. A winner.

	Large	½ Size
Each	.20	.10
Doz.	2.00	1.00

"WHITE BUTTERFLY" (K) (Primulinus)

Pure white. A beauty.

	Large	½ Size
Each	.20	.10
Doz.	2.00	1.00

"YOSEMITE" (D)

Geranium red shading into rose doree. Light stripe through the center of each petal. Lip pale lemon yellow. Flowers very large and open. Spikes often reach a height of seven feet.

	Large	½ Size
Each	2.00	1.00
Doz.

"ORANCO" (New Primulinus)

Pale orange yellow, striped with soft red, scarlet spot in three upper petals. Flowers 4 inches, spikes 3 to 4 feet tall. An exceptionally fine Primulinus for cut flowers. Bulbs are very disease-resisting and flower fifty to sixty days after planting. It is one of the best Primulinus coming. Plant all you can of it.

	Large	½ Size
Each	.25	.15
Doz.	2.50	1.25

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

Gladiolus Collections

The collections listed below are arranged to appeal to the home gardener. They offer an inexpensive means of acquiring some of the most famous creations. Should our stock of any variety listed become exhausted, we will substitute a bulb of equal or greater value.

COLLECTION No. 1

Regular Price \$5.25. Collection Price \$3.00. Includes one bulb each of the following:

W. H. Phipps—La France Pink.....	.50
Mrs. Leon Douglas—Begonia Rose..	.25
J. A. Carbone—Orange Salmon.....	.50
Mrs. John R. Walsh—Flesh Pink...	.50
Mrs. J. K. Armsby—Coral Pink.....	.50
Richard Diener—Geranium Pink....	.25
Mrs. R. Lohrmann—Shell Pink.....	.50
Dr. F. E. Bennett—Peach Red.....	.50
Gladis Plath—Mallow Purple.....	.50
London Smoke—Corinthian Red....	.25
Mrs. Truxton Beale—Rose Pink....	.50
Spirit of St. Louis—Carnelian Red..	.50

COLLECTION No. 2

Regular Price \$3.25. Collection Price \$2.00. Includes one bulb of each of the following:

Jack London—Salmon25
Richard Diener—Geranium Pink....	.25
Diana—Red25
Anna Eberius—Rhodamine Purple...	.25
Mrs. H. E. Bothin—Geranium Pink (Light)25
Heart of Juanita—Cherry Scarlet..	.25
Rose Ash—Corinthian Red.....	.25
Mrs. Newell Vanderbilt—Salmon Pink	.50
Diener's American Beauty—Amer. Beauty Red25
Henry Ford—Purple25
Pola Negri—Apricot25
Dr. Van Fleet—Rose Pink.....	.25

COLLECTION No. 3

(Primulinus Grandiflora)

Regular Price \$3.55. Collection Price \$1.50. Includes one bulb each of the following:

Ming Toy—Buff Yellow.....	.20
Copper Bronze—Copper Bronze.....	.50
Nancy Hanks—Apricot20
Gloriana—Salmon Pink20
Marietta—Light Salmon	1.00
Romance—Rose Pink20
Shaila—Salmon20
Souvenir—Yellow20
Jewell—Pink and Yellow.....	.20
White Butterfly—White20
Midsummer Dream—Red20
Alice Tiplady—Grenadine Orange...	.20

COLLECTION No. 4

(Primulinus)

Regular Price \$2.30. Collection \$1.00.

Souvenir—Yellow20
Alice Tiplady—Grenadine Orange...	.20
Midsummer Dream—Geranium Red..	.20
Copper Bronze—Copper Bronze.....	.50
White Butterfly—White20
Jewell—Pink20
Juliana—Yellow20
Shaila—Salmon20
Nancy Hanks—Apricot20
Gloriana—Salmon Pink20

Diener's 1929 Gladiolus Hybrid Seeds

In 1927, I made a great many crosses, applying my best experience to obtain the most satisfactory results possible and using the most perfect varieties such as Mrs. Leon Douglas, W. H. Phipps, Dr. Bennett, Catherine Coleman, Scarlet Wonder, Richard Diener, Elf, Rose Ash and many others. I also used the best specimens among the Primulinus, such as Souvenir, Osalin, Nancy Hanks, Jewel, Gladly Boy, Aristocrat and Golden Frills.

I spent from three to four hours every day for over a month at this work and this year the seedlings of these crossings have flowered and the results of my work came fully up to my expectations. All are large and many immense, on long, wiry stems. Many of these large flowers open at one time. Self colors was my object and there certainly are some wonders among which I believe will even outshine Mrs. Leon Douglas, Dr. Bennett and W. H. Phipps. Among the blue seedlings are found some clear Delphinium blue tones. There are some very large Primulinus having marvelous colors, impossible to justly describe, with long spikes with many flowers open at one time. I have saved the seeds from these seedlings and have them evenly mixed. There is nothing taken out, as for my own sowing I use carefully made crosses.

Here is an opportunity for amateurs as well as professional growers to raise their own novelties of the very highest possible quality obtainable. No two seedlings will be alike. They include all types except the fragrant Tristis Hybrids.

200 Seeds, \$1.00

1000 Seeds, \$4.00

Larger amounts on request.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

Gladiolus Seed

Selected from about 300 best varieties on the market as well as from my new seedlings, evenly mixed, including newest of Primulinus, "Grandiflora."

1000 Seeds.....\$1.00

Diener's 1929 Gladiolus Hybrid Tristis Seeds

This year I have saved all the seeds from those fragrant seedlings of the wild species, Gladiolus Tristis, crossed with Prince of Wales and Pendleton. This gives anyone a chance to raise stock from the Hybrids who wishes to do so. They are very vigorous growers and will have a successful future for winter cut flowers.

Directions for planting:

The seeds should be handled like Freesias. Sow them in six or eight-inch pots or boxes containing leaf mould. Do not use fertilizer. Cover the seeds very lightly with soil. Leave the seedlings in the pots or boxes until they have finished growing. Plant the young bulbs out in October.

100 Seeds, \$1.00

1000 Seeds, \$5.00

* * * * *

Milbank, S. D.,
January 12, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: It is the newer things in Glads that we are always interested in. We are at present growing many "Diener" Glads which are not only beautiful but popular as well.

Yours truly,

MEADOWBROOK GARDENS.

* * * * *

Garden City, N. Y.,
March 27, 1929

Richard Diener,
Oxnard, Calif.

Dear Sir: I am very pleased to tell you that out of 100 seeds of your new Chrysanthemum Dahlia I have 118 fine plants in ten day's time. Out of 100 seeds of Pompon Dahlia I have 126 fine plants and out of one trade packet of your Ruffled Monster mixed Double Petunias I have 146 plants. Thanks for your good count of seeds as well as very fine seed.

If any one wants to know how I did it I will be glad to let them in on it. By the way, I sprouted all of these in windows of my home.

Yours truly,

J. W. TOBIN.

* * * * *

Reno, Nevada,
February 20, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: I have just learned that you are in business at Oxnard and am so glad for I have truly enjoyed doing business in the past with your firm. My Amaryllis and Petunias from your firm have both taken first prizes.

Sincerely,

MRS. A. A. CODD.

* * * * *

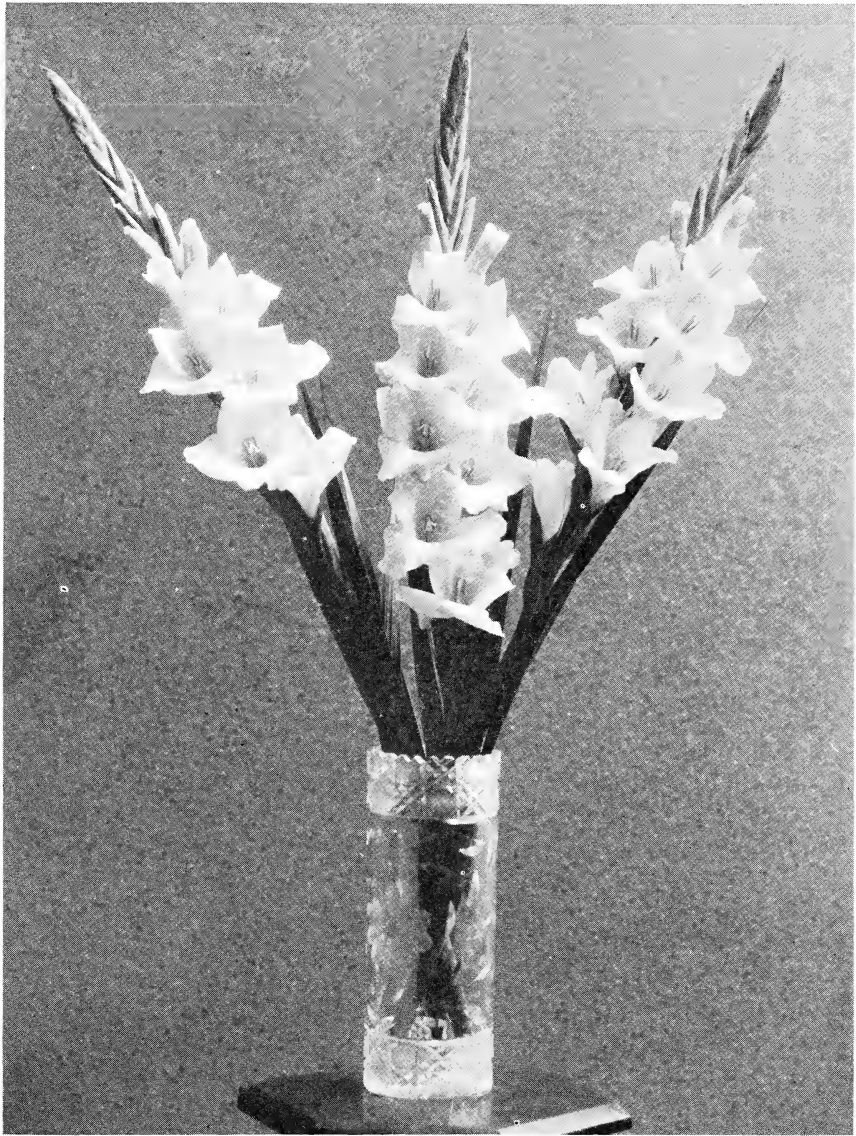
Frankford, Philadelphia, Penn.,
April 18, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: In conversing with Mr. G. G. Johnson of Cheltenham, Pa., about Amaryllis, he advised me to write to you for catalog, recommending your strain as the finest in the country.

Yours very truly,

F. H. RODGERS.



Mrs. Frank White (Novelty of 1930)

New Gladiolus (Mrs. Frank White)

This new snow white Gladiolus is put on the market for the first time. Mr. Frank White of Ventura, California, is the originator. It is of the largest size and a first-class keeper when cut. It took prizes at all shows where exhibited.

I, myself, have watched this variety for the last three years and have found it faultless. Following is the report from the San Fernando Valley Horticultural Society Show taken from the Florist Review, July 4, 1929: "A white seedling entered in the amateur class by Mr. White, Ventura, who displayed this same seedling at last year's Biltmore show, was nothing short of a sensation. In the open competition for the best flower in show, this seedling won without any trouble. A large display of it was made and the uniformity of the florets, the large number of them open at one time on the spike, all impressed the judges. It is a distinctly show variety, much like Phipps, except for the color." I am the sole distributor of this variety. Larger assortments on request.

	Per Bulb	Per Dozen		Per Bulb	Per Dozen
Large	\$1.00	\$10.00	½ Size50	5.00

Gladiolus Culture

Soil

Gladiolus will grow in almost any kind of soil, but a heavy clay loam containing some sand seems to be best for them. The ground should be well spaded in the spring, and if it is not rich enough, some bone meal, or old, well-rotted manure should be spaded under.

Planting

The depth that bulbs should be planted will vary with local weather conditions. Where there is a heavy rainfall and strong winds, they may be planted as deep as three inches; this will tend to keep the flower spikes from bending or breaking. Under average conditions we find the best results are obtained when they are planted about an inch deep. Bulblets should not be covered with more than half an inch of soil.

They will grow faster if the outer hard shell is removed just before planting.

As Gladiolus have their enemies in insects and fungi, it is well to dip the bulbs before putting them into the ground. For this purpose use one part of 40% Formaldehyde Solution to one hundred parts of water. The bulbs should be left in the solution for from three to five minutes immediately before planting.

If the leaves are too pale when they develop, sprinkle the ground about with a little Scotch Soot or fresh Portland Cement.

Planting may be done from April to the first of July (in Southern districts from January to July). If this is done at intervals of ten days to two weeks, blooms may be enjoyed until late fall. Gladiolus bulbs should be planted in the full sun, as shade prevents them from attaining full perfection of size and color.

We do not recommend heavy fertilizing. This treatment will increase the size of the flower, but tends to lessen the vitality of the bulb. Top fertilizing with equal parts of dry blood and bone meal, to be worked in with a hoe, will give the best results.

Cultivating

At all times from planting until the bulbs are taken up, the ground should be well cultivated, kept loose and free from weeds and other foreign growth. When spikes are heavy with buds and blossoms they may be bent or broken by wind or rain. The following offers a simple method of minimizing this danger: Set stock out in rows, and on each side of the row drive stakes from four to six feet apart, and securely fastened to these, run two lines of wire properly spaced to support the spikes.

Watering

Newly planted bulbs should not be watered until the foliage has reached a height of six or eight inches. From this time until a month after the flowering season the ground around them should be kept thoroughly moist. Care must be taken to avoid having moisture on the buds and blossoms while they are exposed to warm sunshine. It is therefore well to apply water to the lower part of the plants and to do the watering only during the early morning or evening hours.

Cutting, Digging and Curing

When cutting flowers be very careful that at least four leaves are left on the bulb. This will preserve its life; if it is stripped of its leaves it cannot survive. It is best to let seed pods form on the spike if a strong bulb is desired for reproduction.

Bulbs should be dug when the seed pods are all formed and the spikes begin to wither. They should be lifted with the leaves attached and stacked in the open with the bulbs together and the leaves facing the same way. The bulbs should be covered with burlap to prevent injury from the direct rays of the sun. The leaves will draw much moisture from the bulbs and assist them to ripen. If the weather prevents this treatment, they may be cured in any thoroughly dry place. After ten days or two weeks the leaves should be cut away and the bulbs left in a protected place for another period of ten days or two weeks. At this time the new bulbs should separate easily from the old ones. If they do not, more drying is necessary.

When the proper time arrives the bulblets should be taken off and stored for the next planting. The outer husks should be taken off the bulbs, leaving them with a clean silky appearance. They should be stored in a dark frost-proof place in boxes not deeper than six inches and so constructed as to insure a free circulation of air.

* * * * *

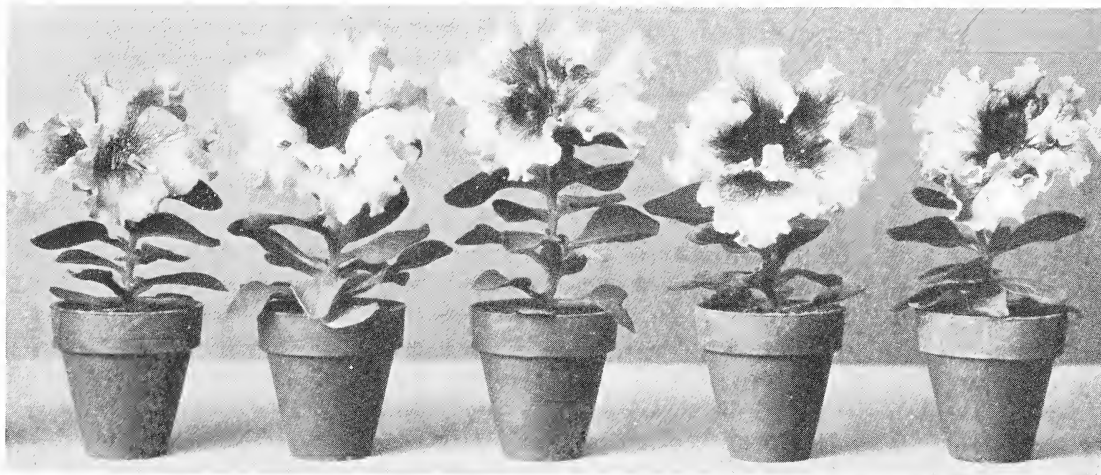
Milwaukee, Wis.,
October 13, 1928

Richard Diener,
Oxnard, Calif.

Dear Sir: The Petunia seeds I bought from you last spring were the most beautiful Petunias I ever saw and every one who saw them said the same thing.

Yours truly,

MRS. JOE SCHMAUSS.



Diener's Ruffled Monster Petunias in 3 inch Pots. Twelve weeks after sowing



No. 42. Large Double Frilled. In 3 inch Pots. Twelve weeks after sowing

Petunia Seed

Diener's Petunias are known the world over to florists and flower lovers as the best in Petunias. Immediately after my introduction of Ruffled Monster Petunias in 1917 they became extremely popular everywhere. Consequently my Petunia seed sales in 1924 came to over \$20,000. These flowers have come into still higher favor during the last few years and I am still improving them to satisfy the ever-changing desires of the public. The Petunia will be one of my chief specialties always.

On May 4 a late night frost (unheard of in this locality) destroyed most of my Double Ruffled Monster seed plants in three-inch pots. As I did not have a single seed of them left, I was unable to raise more seed plants this season because the demand for the Double variety was so great that I had already sold completely out in the early part of January. This year I shall probably again be sold out of the Double Petunia seeds by January. However, I shall have enough of the other varieties listed in the Catalog. The varieties not catalogued this year were almost all destroyed by the late frost and I saved only enough plants to have seeds for the season of 1931.

Petunia seeds of quality is one of the most difficult things to raise. Long years of experience is necessary as they revert very easily and it does not pay to raise your own seeds. All the Petunia seeds that I send out are raised artificially by hand pollination and even so they do not bring the quantity of seeds that the common varieties bring.

All of our seed plants are first raised in three-inch pots and it is necessary that they conform to type and color before they are used for seed bearing. Consequently you will always be sure of receiving the best quality if you purchase the seeds direct from me. If you are offered Petunia seeds under my name cheaper than catalogued herein you may be sure that they will be of inferior quality, for the labor cost is too high to raise good seeds and sell them cheaper than I offer them.

Sowing of Petunia Seed

Prepare a seed bed by taking leaf mould soil which has been mixed with some clean white sand (use positively no fertilizer in this soil when sowing). Sift this through a fine sieve into seed pans and flats within two inches from the top. Fill the remaining two inches at the top of the receptacle with boiling water and let the water seep through the soil and let the soil then stand for a day. This will have killed all weed seeds, worms and fungi contained in the soil. Smooth over the surface of the soil, but do not pack, as Petunia seeds will not grow in soil which has been packed. After the surface is smooth, sprinkle with fresh, cold water so that the soil will settle evenly. Sow the seeds over the top. If you are in a dry atmosphere sprinkle a very little of this sterilized soil over the seeds. In damp climates no soil covering is needed, but a sprinkling of charcoal dust is good. Place a clean pane of glass over the flats or seed pans. If the sun strikes the glass place over it a single sheet of newspaper. Always keep the seed bed moist, but not wet. Use a Scollay sprinkler. Do not sow the seeds too closely, as they are to attain three to four leaves before transplanting. The glass should be removed as soon as the seeds have sprouted. The young plants should be transplanted as soon as possible into flats, spacing them one inch apart.

Petunia seeds sowed out in this sterilized soil will germinate 100% and the young plants will grow faster and be more vigorous. Also you will not be bothered with weeds and fungi. These seeds are cleaned by a process where only fertile kernels are selected. Ants will carry off the seeds if they have any access to same. Snails will eat the young seedlings, a great many in one night. For this reason, seed boxes should be placed so that snails and ants are unable to reach them. Most of the loss of the seed occurs in this way. We would suggest in this case that the seed box be placed on small blocks of wood, the blocks resting in jars or pans, the latter containing either oil or water. The ants or snails are unable to cross the oil or water, and so cannot reach the seed.

* * * * *

Richard Diener,
Oxnard, Calif.

Thomaston, Me.,
March 11, 1929.

Dear Sir: Your Petunias are rightly named as from the seed I got from you last year I had one hundred and twenty-eight plants, many of which had blossoms which measured seven inches and nearly all measured six.

Yours truly,

MRS. E. E. COTTAM.

Petunias

Diener's Ruffled Monsters (Single)

For those who want smaller amounts of all single kinds, may have sample packages of each at 25c a package. Of numbers 22 and 23, sample packages are 10c. Sample packages of double seeds 50c.

No. 1.	PINK. Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence.....	\$.50
No. 2.	RED. Strongly veined Mahogany and black center. Average flowers 5 to 7 inches in diameter.....	.50
No. 3.	VARIEGATED. Colors appearing in checks, blotches and stripes of red, pink and white. Flowers 5 to 7 inches in diameter.....	.50
No. 4.	WHITE AND YELLOW CENTER.50
No. 5.	RED WITH BLACK CENTER. Outer edge of the flower is red with a coal black center. Best liked and most used of all.....	.50
No. 6.	PALE LILAC PINK. Heavily ruffled with strongly veined center. Flowers 4 to 5 inches in diameter.....	.50
No. 7.	RED AND WHITE VARIEGATED. Large yellow center.....	.50
No. 8.	RUFFLED MONSTERS MIXED. All colors of above-mentioned varieties evenly mixed50
No. 9.	FLESH PINK FRILLED. A most beautiful variety, with edges frilled. Flowers are 3 to 4 inches in diameter.....	.50
No. 11.	BLUE OR PURPLE. We especially recommend this variety. It has been greatly improved in size and clearness of color. The flowers average 4 inches in diameter. It is of silky blue.....	.50
No. 14.	DIENER'S PINK GLORY. The greatest novelty in Petunias, pure flame rose pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants attain a height of 12 to 14 inches. A very compact grower and is continually covered with flowers.....	.50
No. 18.	VARIEGATED HEAVY RUFFLED. Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers 4 to 5 inches across	50
No. 19.	GIANT PINK GLORY. An improvement on Pink Glory. It is of the same coloring as our No. 14, but the blooms are twice the size, and the plants of more bushy growth. This is a truly wonderful variety and should be in every garden.....	.50
No. 20.	MAUVE. Center heavily veined with Royal purple. One of our most exquisite and most popular varieties. Average flowers 5 inches across. Very fragrant50
No. 22.	ROSE COLOR. Very showy and striking, wonderful for massing in beds or borders. Very free blooming, plants of dwarf growth, reaching a height of 6 to 7 inches. Flowers two inches in diameter.....	.25
No. 23.	PALE AMARANTH PINK. Flowers single, averaging two inches across, of dwarf growth. This variety is used extensively for bedding, as it blooms profusely	25
No. 15.	BLUE AND WHITE. Especially adapted for window boxes or hanging baskets50
No. 17.	PALE SULPHUR YELLOW. Flowers single, with heavily frilled edges	1.00
No. 28.	DOUBLE LAVENDER BLUE. Broad petals. Flowers 4 to 5 inches in size. Very free blooming	1.00
No. 29.	BLUE DOUBLE. Violet purple, of large size, with broad petals.....	1.00
No. 37.	WHITE DOUBLE Very large.....	1.00
No. 38.	RUFFLED MONSTERS MIXED DOUBLE. They come in the same colors and sizes as the Single Ruffled Monsters but Double. They bring enormous flowers. The average amount of Double varieties in this mixture is 30%	1.00 1000 Seeds 2.00
No. 41.	COPPER RED Ruffled Monster. This variety was put on the market last year for the first time and made a decided hit. It is an improvement on the much smaller Copper Bronze which had the habit to flap the petals back50
No. 42.	LARGE DOUBLE FRILLED MIXED. This type of Double Petunia is one of the best to be had. The percentage of Double flowers is one of the highest, running up to 70% with a great range of colors. The edges of the petals are heavily frilled and the single flowers of good size.....	1.00
No. 43	DOUBLE ROSE PINK FRILLED. A beautiful Petunia and a color which takes everyone's attention at once. It could well be called a Double Theodosia Petunia	1.00 1/64 oz. 3.50

Theodosia (Petunia)

Deep Rose Pink, Medium size with edges heavily frilled. Very good for pot plants and bedding. Price per Trade Package, \$.50.

Prices for Petunia Seed in Quantity

NOTE: Last year many persons confused the meaning of the long row of numbers which follow. It means that each of these numbers, separately (not all the numbers mixed), are sold in the quantities listed.

Of the following numbers (not mixed) 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 14, 15, 19, 20, 41—

1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
\$2.50	\$5.00	\$10.00	\$20.00

Of Numbers 17, 22, 23 (not mixed)

1/32 oz.	1/16 oz.	1/8 oz.
\$3.00	\$6.00	\$12.00

Of Number 42 (Double)

1/64 oz.	1/32 oz.
\$3.50	\$7.00

Larger amounts on request.

Petunia Plants

Petunia Plants flowering, out of 3-inch pots.....\$ 2.50 per doz.

Petunia Plants flowering, out of 3-inch pots..... 18.00 per 100

Quantity Prices on Request

Plants shipped from the latter part of April to the end of June only. Shipped Express, Collect. We do not guarantee Petunia Plant shipments to distances greater than 1000 miles. We shall not ship less than a dozen.

Handling of the Young Petunia Plants When Growing in 3" Pots for the Market

In order to have large flowers and brilliant colors in three-inch pots a good soil is absolutely essential for the young plants.

Following are directions for preparing the best soil. It is best to use an even mixture of leaf mould and old rotten manure (four or five years old or from the hot bed). However, if no old manure is available leaf mould will do. To a square yard of soil add a four-inch pot of fresh Portland cement, a five-inch pot of bone meal, a five-inch pot of dried blood, and a regular water pail full of white sand. After mixing all of these ingredients in a dry condition, run them through a fine screen. Let this soil lay in the open in the shade of a tree or at the north end of a building to ferment for at least three months before using. Do not add anything else as this is the best mixture for proper results. Do not use powdered sheep manure, chicken manure, or fish meal, for these ingredients act as poison to Petunias. When transplanting, the young plants should be planted so that just the root part reaches into the soil. If poor soil is used plants will be spindly, flowers small and the colors bleached out. This has been the trouble with many complaints in regard to the Petunias not being large. You cannot raise good plants in poor soil in three-inch pots. Many mistakes are made in that the seedlings are set too deep. It is very essential to be careful in transplanting so that only the roots are under the ground as when planted too deep they take much longer to start growth and many will damp off.

My Petunias should not be pinched back when young as they are naturally stocky and of dwarf growth which I have accomplished by years of careful selection in that direction.

I receive thousands of questions from my customers every season in regard to growing and cultivating Petunias best, and as my time is continually taken up in my work I have tried to cover the most important of them in this article. However, there is an excellent book on the market in which nearly all the questions which are asked me are clearly explained. You can obtain this book (Fritz Bahr's Commercial Floriculture) by writing to Fritz Bahr, Highland Park, Illinois.



Amaryllis
Diener's Everflowering
Mammoth Hybrids

Amaryllis have always been highly favored by myself and consequently I have applied special attention in improving them as much as possible. Among my early crossings there appeared a few which flowered two times in one year so I crossed them together, which gave me seedlings flowering even oftener than twice a year. Those I used for my stock of Amaryllis which I am now offering. Many flowers are from nine to fourteen inches across in diameter and have four to six flowers to the spike. The colors run from nearly white through all shades of pink into the deepest fiery scarlet. These Amaryllis always attract a great deal of attention. They are easy to raise and flower about fifteen months after sowing. They are very valuable as cut flowers. If the pollen is removed when the flowers open they will last for several weeks. These mammoth Amaryllis Hybrids are destined to be a wonderful show flower. Cultivation is simple. Soil suitable for a geranium or fuchsia is right for them. They must have shade when under glass. When bulbs are larger, it is necessary in planting that just the roots be placed in the ground, the whole bulbs must be above the ground. They should be watered only when the top soil is dry. Amaryllis should be kept under continual cultivation all the year, never rested or kept dry. Soil should be changed once a year. The nearer they are kept to 70 degrees at night the more they will flower. Bulbs will be sent by American Express, charges collect.

Prices are for young stock, ready for first bloom, \$1.25 each, \$10.00 doz.

Older stock of better quality, \$2.00 each, \$20.00 doz.

Other bulbs at \$3.00, \$5.00, \$7.00, \$10.00 and \$15.00 each, priced by size and excellence of flower.

Larger quantities on request.

Amaryllis
Diener's Ever flowering Mammoth Hybrid

three inches. Smooth out surface of soil evenly and sprinkle thoroughly. Spread seeds closely together (so close that they touch one another) and cover with the same soil just sufficient to hold down. Keep moist, but not too wet. If air is too dry, cover with glass. In case of very hot sun, cover the glass with a sheet of paper in order to prevent the heat from burning the young plants. Plants will come up in about three weeks, and should remain in the same box for two or three months. Replant in three-inch pots, or in boxes, about two inches apart. Seedlings, when given the proper care, will commence to flower fifteen months after sowing. Seed may be sown at any time of the year in a greenhouse.

Prices are for seeds, postage prepaid: 20 seeds \$1.00, 100 seeds \$3.50, 1000 seeds \$30.00.

Amaryllis Seed

Amaryllis seed should be sown in boxes or seed pans (in greenhouse or hot bed) containing finely sifted sandy leaf mold to a thickness of



Hibiscus
Giant Marvel Mallows

Hibiscus

Giant Marvel Mallows (Diener's Hybrids)

These new giant Hibiscus can be raised in the tropics as well as in Alaska. In cold climates they are absolutely hardy. The flowers are single and come from 7-10 inches in diameter. The colors run from snow white through all colors of pink to red and deep maroon. They grow on bushes from 6-8 feet high and flower about two to three months during the summer. Seedlings will flower the first year if handled correctly, but they reach perfection during the second year. The bush dies down during the winter and comes up again during the spring. They are healthy and vigorous growers and will easily grow in any kind of soil. They require plenty of water.

This is one of the most showy flowers in existence. A few bushes of it should be in every garden.

Mixed colors. Per package.....\$.50

Everbearing Strawberry Seeds

(From the two best and largest kinds)

The two varieties have been growing parallel with no other kind around and should bring some of the largest fruit seedlings ever produced. They have been crossed by insects. This seed will give those in far away countries a chance to get strawberries of the highest perfection today.

Sow these seeds as you would sow Pansy seeds. Always keep them moist and shaded. They grow very quickly and start to bear in four to five months after sowing. Every plant from this seed will be new and different. Select the outstanding seedlings of them for propagating, as they will always stay what they were originally.

1 Pkt. "Mastadon" Everbearing Strawberry seed.....\$1.00

1 Pkt. "Pride of Denver" Everbearing Strawberry seed..\$1.00

Shasta Daisy "Pasadena" (White)

A new Shasta Daisy of very large size and fine long stems. Perhaps one of the best Shasta Daisies brought out yet.

Per package\$.50

Sunshine Aster

(Improved Anemone Flowered)

A novel and distinct type of Aster. The outer petals are twisted and quilled and surround a central cluster of florets which are of a contrasting pale color. Wonderful cut flower and makes a striking decoration for large vases.

Mixed colors. Per package.....\$.25

California Giant Asters

A new and excellent variety of Aster for the home gardener or florists. The delicately curled and interlaced petals form large fluffy flowers that are most beautiful. They are produced on long, willowy stems with fine foliage, but few or no side branches, which makes it possible to have large flowers without having to disbud. California Giants are one of the best cutting varieties, their long stems making them particularly desirable for the commercial grower or home gardener.

	Trade Package	Sample Package
Rose Pink50	.25
Purple50	.25
White50	.25
Lavender50	.25
Mixed50	.25

American Beauty Asters

This lovely variety is a new addition to the popular Aster family. It is without doubt one of the best. The flowers have in-curved petals and are large and full, often measuring 4 inches across. The plants are of branching habit and the flower stems measure from 15 to 30 inches. The flowers have splendid keeping qualities.

	Trade Package	Sample Package
Rose Pink50	.25
Purple50	.25
Lavender50	.25
White50	.25
Shell pink50	.25
Peach blossom50	.25
Mixed50	.25
COLLECTION of the six above colors for \$1.00		

Giant Crego Aster

Crego is one of the best of all Asters. It is heavy branching and brings a great many large sized flowers to one plant.

	Pkt.
Rose Pink25
White25
Shell Pink25
Lavender25
Mixed25

Statice Sinuata (Everlasting)

The Statice mixture herewith offered is one of the finest imaginable. One-third of it is pink shades; the rest is all shades of the rainbow. Mostly all new, of large size and on long stems. These straw flowers should be in every garden as they are continuously growing material for cut flowers all summer.

Blue25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00
Yellow25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00
Mixed25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00

Larger amounts on request.

Scabiosa (Annual)

Giant flowering Double blue mixed. Per package.....	10c
Giant flowering Double, all colors mixed.....	10c

Tritoma

Diener's Hybrids (Red Hot Pokers)

Tritomas are some of the most showy plants we have and attract much attention. My hybrids are the largest in height and length of flower clusters. Stems range from 4 to 6 feet tall. The colors are yellow, coral, orange and scarlet. In very cold climates these plants should be taken out of the ground and stored like Dahlias in the cellar through the winter. The seeds take from 4 to 6 weeks to come up and should be kept very moist.

Trade package 25c; 6 Trade packages \$1.00

Diener's Delphiniums

"Dreams of Beauty"

Giant Everflowering Fungi Resisting Hybrids

Delphiniums have for years had my special attention and today they stand supreme in size, build of spikes and resistance against fungi diseases with which they are generally very apt to become afflicted.

My strain is half descendant of the California wild Delphinium which is perfectly free from mildew. This variety having been developed in a very hot, dry atmosphere has been grown under the most severe climatic conditions for Delphiniums and therefore will do well anywhere whereas the best English strains being used to damp weather fail here almost entirely as mildew will destroy most of them.

The colors of my strain range from the palest sky blue to very deep Indigo blue. The flowers are single, semi double, and double. Many of the double blooms have pink fillings. Every color is alive and iridescent not having the washed out appearance that so many are now offering on the market.

Every year I select the very finest among the thousands of seedlings for further improvements and the seed offered here is the best in every way that you can get today. These Delphiniums are absolutely hardy in the coldest climates. Delphiniums do not like fresh manure or too much old manure.

Sample package \$.50; Trade package \$1.00; ½ oz. \$2.50; 1 oz. \$5.00



"A View over a Fence"—Diener's Delphiniums

DREAMS OF BEAUTY



"The largest and smallest Dahlias in our Garden"

Chrysanthemum Dahlia Seed

Diener's Double Chrysanthemum Dahlia Seeds

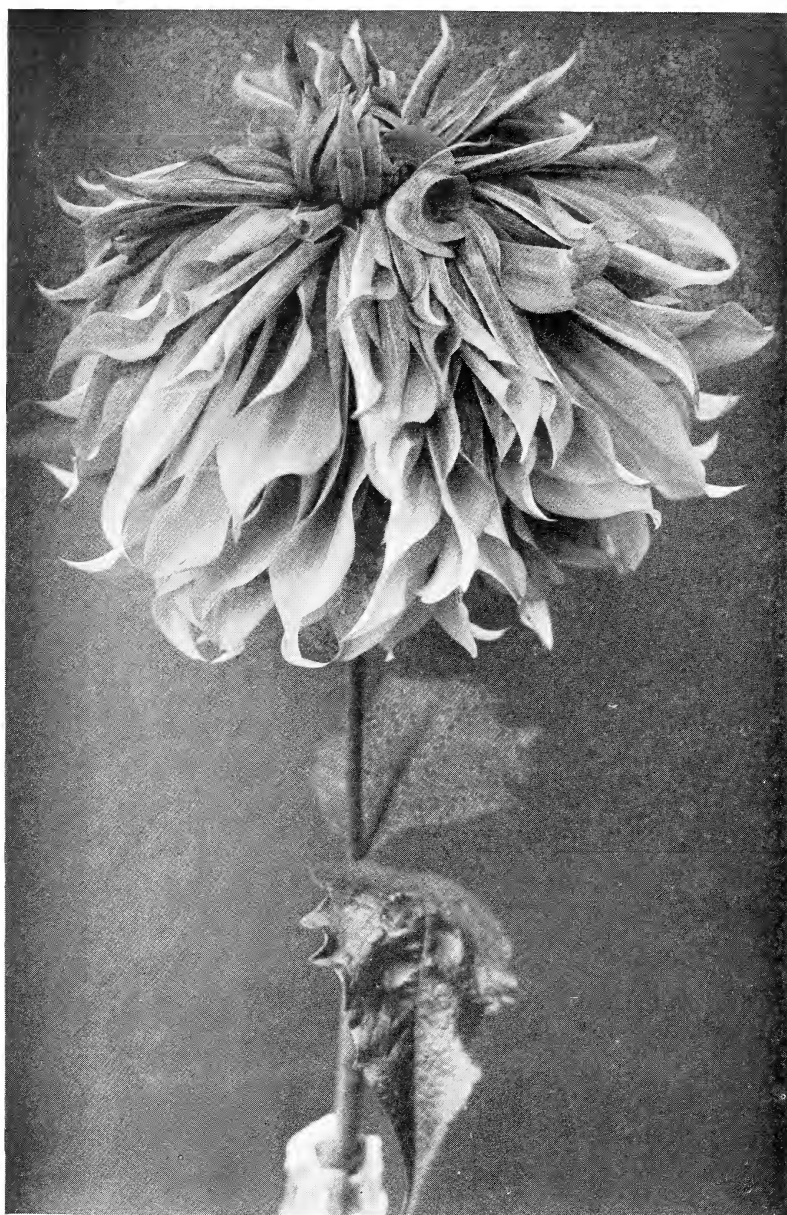
In order to keep the seeds as true as possible I have planted the Chrysanthemum type Dahlia in one division, far removed from the other varieties. It is naturally impossible to keep Dahlia seeds one hundred per cent true.

This year's crop of Chrysanthemum type seeds brings a larger range of colors which are admired by all Dahlia fans who visit my gardens. The beauty of these flowers is difficult to describe and it is impossible to show their true effect in pictures unless, perhaps, in colors. However, I cannot bring colors into my catalog this year, owing to the fact that I am not financially able as yet.

It is my belief that the Chrysanthemum type will bring the Dahlia into higher favor than ever before, as no other Dahlia lasts so well when cut. Many of the blooms were twelve inches and over in diameter when grown in common field soil without fertilizer. The flowers are perfectly shaped and possess long, wiry stems.

NOTE: For those who want only a few plants I have packages containing twenty-five seeds at \$1.00, and fifty seeds at \$2.00.

100 Seeds, \$4.00. 1000 Seeds, \$25.00



Type of Flower of the new Chrysanthemum-flowered Dahlia

* * * * *

Richard Diener,
Oxnard, Calif.

Tulsa, Oklahoma,
Feb. 28, 1929.

Dear Sir: I am sending you an order for Dahlia and other seeds. I want to congratulate you on the superb quality of your Dahlia seeds. I ordered 250 seeds from you last year and they came about 80 per cent double. Some of the blooms are ten inches across. I am ordering some of your new Chrysanthemum Dahlia seed and shall await their development with great interest.

Yours truly,

C. N. SLOAT.

Pompon Dahlia Seed

Pompons are great favorites everywhere for cut flowers and for bedding. Flowers from my strain run from one to three inches in diameter and the blooms have a great range of colors. They are good keepers and are valuable for table decorations, being popularly used in great quantities by cafeterias and restaurants.

100 Seeds	\$1.00
1000 Seeds	5.00

Dahlia Seed (Diener's Giant Double Hybrids Mixed)

The seeds offered here, which are all my own creations, are the best that can be had anywhere on the market. These blooms, which are well placed on long, wiry stems, have an unusual variety of colors.

I am located in a most perfect climate for Dahlia seed raising. The Double varieties bring seeds easily and readily in this climate, which is very important, there being very few places in the world where Dahlia seeds will form so easily. The many testimonials from all parts of the world will bear out my statements concerning the superior quality of the seedlings raised from my seeds.

NOTE: I have packages containing twenty-five seeds at \$1.00, and fifty seeds at \$2.00, for those who wish a smaller quantity of plants.

100 Seeds	\$ 4.00
1000 Seeds	20.00

Dahlia Seed

From all types, selected, except the Chrysanthemum type. In all colors, mixed.

100 Seeds	\$ 2.00
1000 Seeds	12.00

Dahlia Maxoni

The Tree Dahlia from Guatemala

Grows 7-10 feet high and flowers in the late fall, making an immense cluster of flowers of soft pink, each one about four inches in diameter. It flowers the first year from seed and makes large tubers like other Dahlias. Is is very showy. In the Northern climate it should be raised in large tubs in the open and taken inside when frost appears.

Trade Package	\$1.00
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Directions for Sowing Dahlia Seed

Sandy leafmould or any good garden soil should be used. Use a box or pan to sow the seed into. Fill the receptacle 3 inches with the soil. Smooth the surface over with a smooth board, then sprinkle seed over the soil and press into the ground. The seed should be very lightly covered with the soil, in fact, it should be shaken over the seeds with a fine sieve. Put the seeds in a warm, moist place and see that the soil is not permitted to become dry.

Glass may be put over the flats to preserve the moisture. In this case, if the sun shines on them, they should be protected by a single sheet of paper over the glass. Otherwise, too great a heat will develop between glass and soil. Remove the paper at night and in dark weather.

It will be three months before all the seeds are up, which is natural with Dahlias. Some seeds come up in four days, while others take months. When they are up, take them out of the seed box inside of three days. To do this without interfering with the other seeds, use a sharp-pointed stick and drive it down into the soil next to each seedling and lift same up. Put each plant into a 3-inch pot. In the pots they can be kept back for 2-3 months or until ready to go into the open. Plant in the full sun and stake early.

* * * * *

Richard Diener,
Oxnard, California.
Dear Sir:

Kindly send us ½ oz. of your Everflowering Delphinium seed. We have had some of your Delphiniums before and they were exquisite. Etc.

Yours sincerely,

JOHN A. BOPP & SONS.

Cumberland, Md.
January 24, 1929.



Iceland Poppy California (Diener)

Having made a decided impression with flower growers and flower lovers at the Boston Flower Show this spring, this novelty has proved my prediction to be one of the best things brought out for sometime and it has brought money to everyone who raised it as I sold quantities of seed to people who saw it at the Show.

The color is golden orange, resembling the wild Poppy Eschscholzia Californica in size and color. Each plant will bring a great quantity of flowers if the blooms are always cut off and if no seed is allowed to ripen. It is exquisite for bedding and is perfectly hardy for outdoor planting in the northern and eastern climates.

We are selling a quantity of Poppy plants locally in three inch pots at 10c each or \$1.00 per dozen having one to two open flowers in eight to ten weeks after sowing. It is one of the best sellers I have ever seen. People who see it in flower immediately want it.

Sample packages, \$.50; Trade package \$1.00; 6 Trade packages \$4.00

Richard Diener,
Oxnard, Calif.

Shrewsbury, Mass.

June 5, 1929

Dear Sir: Perhaps you will be interested to know that we raised your Iceland Poppy California under glass this year with great success and were practically the only ones in this section. We showed them at the Boston exhibit, took a prize and have a silver medal. Since then we have had many inquiries as to where we purchased the seed, so doubtless you will receive several orders from others. We hope to have similar luck this next year.

Yours truly,

EDITH CURTIS DEAN.

Richard Diener,
Oxnard, Calif.

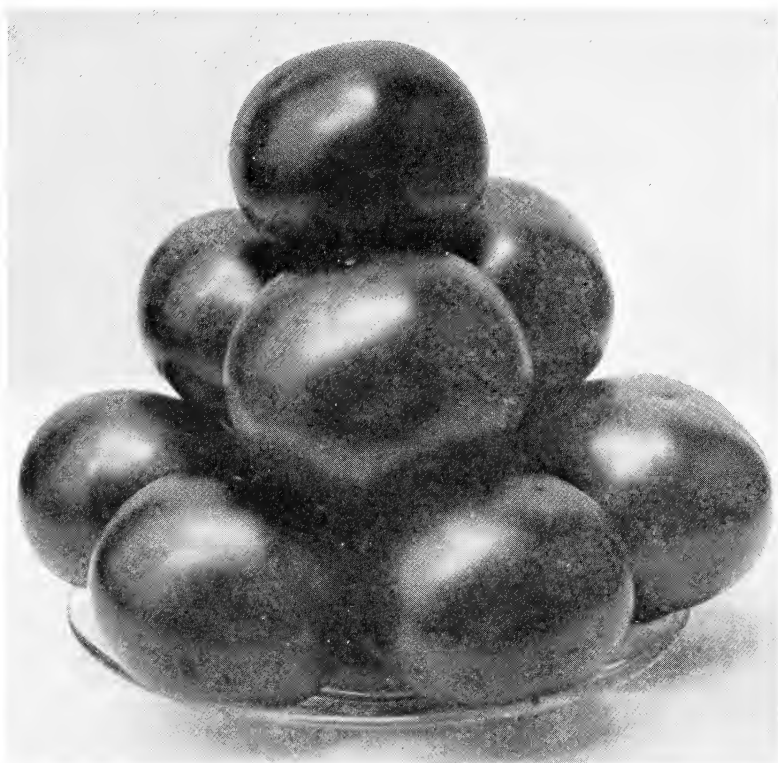
Garden City, N. Y.

March 27, 1929

Dear Mr. Diener: At the Boston show I saw a startling display of your Iceland Poppy California and I've got to have it. Please send me a package.

Yours faithfully,

LEONARD BARRON



Diener's new wonder Tomato "Ventura"

The Pepper Tomato (Diener)

A cross between Bell Pepper and Tomato. This tomato should be in every garden, having the pepper flavor added to the tomato it has a unique spicy taste, and all who have used them prefer them for tomatoes. It is extra early bearing; never has any deformed fruit; very solid and more egg shaped than round, and from four to six ounces in weight.

Per package \$.25; Per Trade package \$.50; Per oz. \$1.00; Per lb. \$15.00

New Blight-Resisting Tomato "Ventura" (Diener)

Ventura is the most perfect tomato produced so far as it is very early. The fruit is as smooth as an apple having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. Ventura has a very delicious taste, it being a seedling of the Diener tomato which is known for its wonderful flavor when canned. Owing to the fact that it is crossed with the Pepper tomato it is extremely free bearing. To get the true variety always get the seed direct from me.

Seeds from Cutting raised plants: Per package \$.50; Per oz. \$5.00

Seeds from Seedling raised plants: Per package \$.25; Per oz. \$1.00; Per lb. \$14.00

The Diener Tomato "King of all Tomatoes"

This tomato was originated by Richard Diener in 1917 and has proven in every respect far superior to any variety now existing. The size of the first fruit reaches the weight

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

of three pounds, but the average is about one pound. The yield is very heavy. The flesh is very solid and perfectly filled out leaving no hollows. For this reason it is very valuable for dehydrating or canning. Canned, this tomato has the finest flavor of any tomato known. It is used in great quantities by California's largest canneries. The flesh is magnificent, dark red and is very sweet and free from acid. It produces very few seeds so is exceptionally fine for catsup.

Seed per package \$.25; Per Trade package \$.50; Per oz. \$1.00; Per lb. \$15.00

Diener's Forcing Tomato

For Greenhouses and Frames. An immense free bearing Tomato of about 4 to 5 ounces, fine red meat and the fruit is very even. There is not anything better in existence for this purpose today.

Trade package \$.50; per ounce \$2.00

Cucumber Seed "Sensation"

This cucumber has proven to be the most valuable variety for forcing under glass and in hotbeds as well as for outdoors. In a greenhouse with a temperature of 70 degrees, the fruit reaches the length of 12 inches, and is a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size, pick immediately.

Price per package\$.50

The Aztec Bean

It is one of the largest beans known. It grows in bush form, just like the Lima Bean, and is perennial in places where it is not too cold or too frosty. It grows like any other bean, but stands a great deal of drought. Its flavor is unexcelled. Dry beans can be cooked just like Lima Beans. It is very prolific, and we recommend anyone who raises beans to give it a trial.

Late frost in spring will not kill the young vines.

Price per package\$.50

Giant Zinnia

Great improvements have been made in the last few years in size and color and fine long stems, and it is one of the best strains in existence, growing about three feet high.

All colors mixed \$.25 per package; Per ounce \$2.50

New Cynoglossum Amabilis

"Chinese Forget-me-not" (Diener's Improved)

The best Forget-me-not so far produced. Each plant makes a mass of well built, long spikes of the finest Forget-me-not color, and is very valuable as a cut flower as well as for bedding plants. A great improvement on the original type.

Sample package \$.25; Trade package \$.50

Thalictrum Dipterocarpum

A hardy perennial from China. Grows four to five feet tall, making very graceful plumes of rosy purple and conspicuous yellow anthers. Unexcelled as a cut flower as well as for bedding.

Trade Package, \$.50 ½ oz., \$1.75 1 oz., \$3.50

* * * * *

Richard Diener,
Oxnard, Calif.

Summerland, B. C., Can.,
March 2, 1929.

Dear Sir: Last year I purchased 100 Dahlia seeds from you and was very pleased with them. They were over 75 per cent double. You surely gave a liberal measure as I raised 140 plants. Wishing you every success,

Yours truly,

WM. SIMPSON.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

Belle Vernon, Pa.,
Feb. 25, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: I have been growing your Petunias for several years and have never found any equal to them. Last year I had the finest display of Petunias in the town, barring none.

Yours respectfully,

WALTER C. SCOTT.

* * * * *

So. Portland, Me.,
Dec. 29, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: I had wonderful success with your Petunia seed last year and had many calls for plants after my supply was exhausted. I regret that my limited growing space does not admit of my using more seed.

Yours truly,

ORRS GREENHOUSE.

* * * * *

Mears, Mich.,
March 15, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: Had great success with Petunias grown from seed purchased from you in 1928. Took first prize at the Oceana County Fair at Hart, Michigan. Had some blossoms that measured 6 inches in diameter. Etc.

Yours very truly,

GEO. W. SKINNER.

* * * * *

Charleston, W. Va.,
March 30, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: I never had better luck with Petunia seed bought from you until this year. I had splendid results. Etc.

Yours truly,

CHARLES ZABEL & CO.

* * * * *

Bloomington, Ill.,
Oct. 5, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: I hope your Petunias are as good as always. Your changing around has caused a lot of trouble trying to get good seed for the other fellow does not put out anything like you have. Etc.

Yours truly,

F. A. HARDER.

* * * * *

So. Lyon, Mich.,
Oct. 10, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: I was very glad to receive your own catalog, and pleased to know that you are in business again. Last season I had very poor Petunias and am only too glad to again be able to get your seed.

Cheerfully yours,

GEORGE N. WILSON.

* * * * *

Rantoul, Ill.,
Nov. 28, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: The Petunia seeds ordered from you recently have arrived and are now up. Found the germination almost perfect. If your Gladiolus are as good as your Petunias I should like to handle them in the spring.

Very sincerely,

THE WAYSIDE GREENHOUSE.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

Abbeville, S. C.,
April 3, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: My Petunia seed that I ordered from you is now in bloom and admired more than any other flower which I grow.

Very truly yours,

GILLIAM'S FLOWERS,

* * * * *

Syracuse, N. Y.,
April 15, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: Last year I sent for some Petunia seeds from you and without question they were the most beautiful I have ever seen and everyone was most enthusiastic about them.

Yours very truly,

MRS. F. H. WILLIAMSON,

* * * * *

Lowellville, Ohio
June 14, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: Your Petunias are topnotchers. Everybody says "wonderful" and I say "Can't be beat."

Yours very truly,

THOMAS F. MCGARRY.

* * * * *

Huntington, Ind.,
June 10, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: Please send me a 1929 catalog. Have been growing your Petunias for several years and they have been wonderful.

Yours truly,

GEORGE PASTOR.

* * * * *

Iowa City, Iowa.,
Dec. 18, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: Last year I sent to you for one packet of Petunia seed and I must say I never had so much satisfaction with any order I ever sent any dealer in seeds. I had every color and such large flowers. I think every seed grew. Etc.

Yours very truly,

J. J. COZINE.

* * * * *

Wakefield, Kans.,
Jan. 5, 1929.

Richard Diener,
Oxnard, Calif.

Dear Mr. Diener: Your Ruffled Monster Petunias that I purchased from you last year were simply wonders and everyone went wild over them. I did not have nearly enough plants for my spring trade.

Yours very truly,

PERCY R. WALTER.

* * * * *

High Point, N. C.,
March 11, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: I used your Petunia seed for the first time last year and they are undoubtedly the best I have ever seen. They germinated perfectly and the flowers were of exquisite coloring, size, and shape.

Yours truly,

MRS. D. E. RICHARDSON.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

Barberton, Ohio,
Dec. 6, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: I want to tell you how pleased we were with our Petunias last year. The seed was wonderful and came up well. We had the most "gorgeous Petunias," to quote the customers, that any of them had ever seen.

Yours truly,

HARRY FLICKINGER.

* * * * *

Charleston, W. Va.,
Dec. 14, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: I am very glad indeed that you are in business for yourself as your Petunia seed was wonderful. It was the best I ever bought.

Yours truly,

CHARLES ZABEL.

* * * * *

Crichton, Ala.,
Dec. 21, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: Was induced to try another strain of Petunia seed last season, in fact this is the second time I was influenced to use another strain, and I must say the results were very disappointing. Etc.

Cordially,

ROBT. O. RUBEL, JR.

* * * * *

Washington, N. J.,
Dec. 25, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: I have bought Petunia seed from you for the last several years with excellent results. Etc.

Yours very truly,

ALONZO J. BRYAN.

* * * * *

Muncie, Ind.,
March 2, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: Seed purchased from you last season produced the most gorgeous flowers I have ever seen grown in this locality. Etc.

Yours very truly,

C. O. MOORE.

* * * * *

Spiceland, Ind.,
Dec. 6, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: Last year I had some of your Giant Petunias that sold like hot cakes. I want more of them this year as people are already asking about them.

Yours truly,

LUTHER H. DAWSON.

* * * * *

Beverly, N. J.,
Jan. 14, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: I know that this is a dangerous time of the year to send for Petunia seed, on account of freezing, but I will have to take the chance on that. I bought a few Petunia seeds from a dealer in Philadelphia last year and have decided that the best hereafter is the cheapest. Etc.

Very truly yours,

JAMES A. STUART & SONS.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

W. Asheville, N. C.,
Jan. 16, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: I secured a trial sample of your Ruffled Petunias last year and they were the admiration of all my friends.

Yours truly,

MRS. GUY MITCHEL.

* * * * *

Sullivan, Ind.,
Feb. 11, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: Was very much pleased with my Petunias last year. Won first prize in two shows with them. Etc.

Yours truly,

MRS. ELMER HOLMES.

* * * * *

Kenosha, Wis.,
March 13, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: I have heard so much of your flower seeds and bulbs that I absolutely need some of your seeds and bulbs for my collection. I have heard of your plight and must say that you have friends you do not know about. One of them let me have your catalog and that is how I managed to locate you.

Respectfully yours,

RAY SCHWANKE.

* * * * *

Lexington, Ky.,
Dec. 6, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: Last Fall at an afternoon meeting of the Lexington Garden Club on a nearby Estate I was asked by a most influential lady of this state, "What has become of Diener of California?" Upon receipt of your catalog I immediately communicated to her your address and no doubt you will receive renewals of previous orders for she was unanimous in praise of your creations. I believe this is my first order from you but as I have been endowed with the Spirit of the Garden many years, your name is authority and many of your creations well known.

Yours very truly,

MRS. OSCAR LYNE.

* * * * *

New York, N. Y.,
April 8, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: I am very glad you are in business once more as the seeds I have ordered from you in the past were always most satisfactory.

With my best wishes for your success,

Very truly yours,

FRANCES S. HOLBROOK.

* * * * *

Union Grove, Wis.,
November 24, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: I had fine success with the seeds I purchased last spring. The Zinnias were the best that I ever grew and I had many fine colors in the Statice mixture. I have been growing several of your originations in Gladiolus and am one of the throng that sings their praises.

Yours truly,

HARRY F. MEREDITH.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

The Laws of Hybridizing

Discovered by Richard Diener

The first workable laws ever discovered in Plant and Animal Breeding. Any form, size of flowers, fruit and grain can be obtained by the application of these Natural Laws in the quickest possible way. All of our Gladiolus, Petunias, Amaryllis, etc., were obtained by applying these Laws. Anybody doing any plant or animal breeding should know them in order to gain the desired results.

Included is an explanation of what Plant Life is; Animal Life in Relation to Plant Life; What Plant Sports Are, and other valuable information. Elegantly printed and illustrated.

Sold directly through me only, at \$5.00 per copy.

* * * * *

Paso Robles, California,
February 16, 1928.

Richard Diener,
Oxnard, California.

Dear Sir:

I have recently read your "THE LAWS OF HYBRIDIZING." A fascinating story. Thirty minutes' reading and you have given me a more definite knowledge of the laws governing plant and animal life than a year each of high school botany and biology.

Very truly yours,
IRWIN R. CAMMACK.

* * * * *

Normal, Illinois,
February 5, 1924.

Mr. Richard Diener,
Kentfield, California.

Dear Mr. Diener:

Since my little visit with you I have carefully re-read your book of "THE LAWS OF HYBRIDIZING" and I appreciate it very much, more than ever. You have more boiled down information in this book than I have ever succeeded in getting outside of the first real contribution that was ever given to heredity by Mendel, and the nice thing about it is the demonstration of your laws in the plants you have given the public.

Yours sincerely,
A. M. AUGUSTINE.

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522 Western Avenue,
Glen Ellyn, Illinois,
October 13, 1924.

Richard Diener Co.,
Kentfield, California.
Gentlemen:

This is to advise you that I have received RICHARD DIENER'S "LAWS OF HYBRIDIZING" and find the contents very clear, concise and interesting. Needless to say, I intend to practice them next season and expect some very interesting results.

Very truly yours,
HARRY ANDERSON.

* * * * *

Oakland, California,
April 1, 1928.

Richard Diener,
Oxnard, California.

Dear Sir:

The tomato plants which I have bought from you have been praised every year I have raised them. They are sure wonders as to flavor and size.

Very sincerely,
MARY E. CLOUGH.



The New Wonder Gladiolus "Spirit of St. Louis" as it grows in the field